

**AXIS BANK**

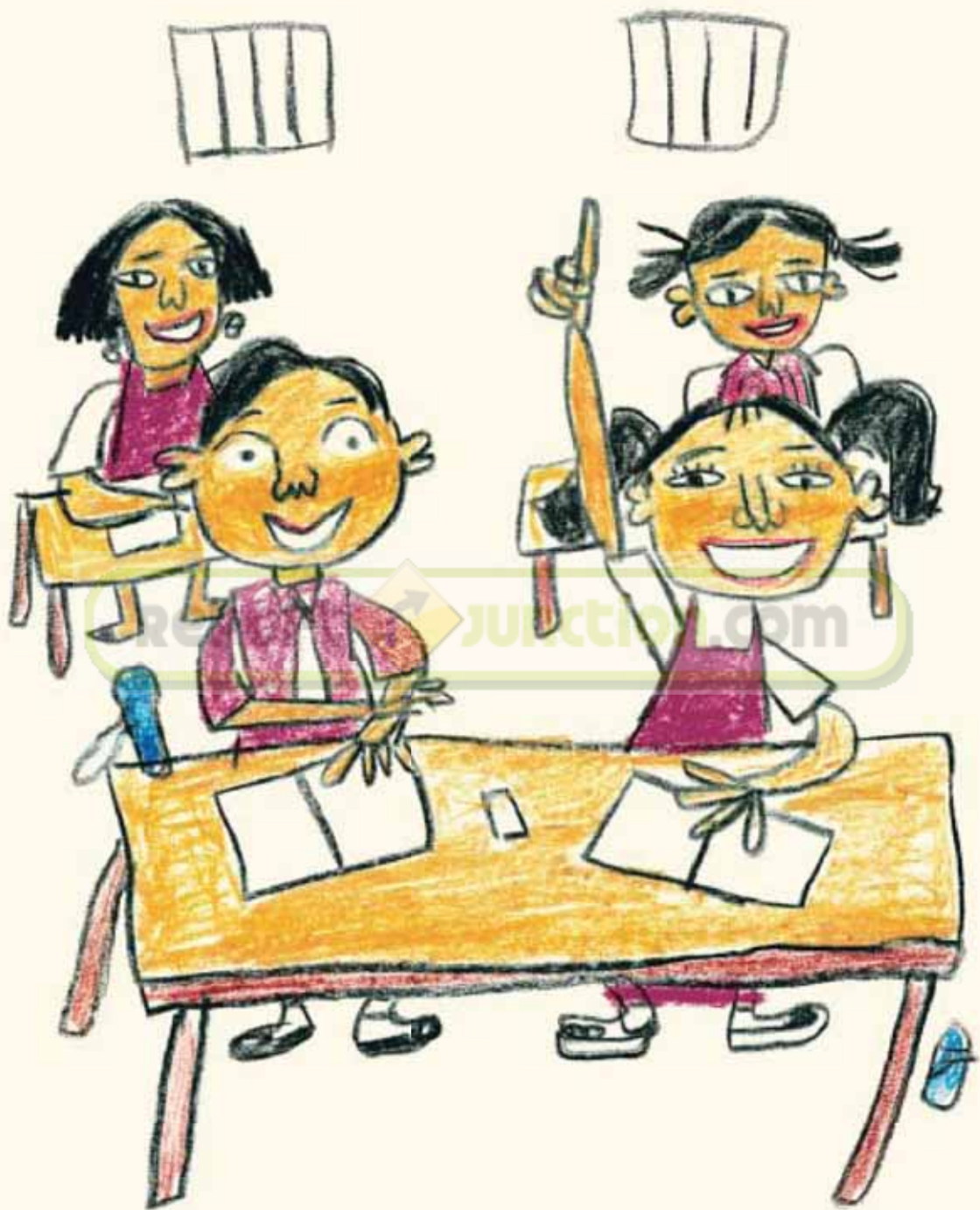
15th Annual Report 2008-2009

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## CONTENTS

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Chairman's Letter to Shareholders	3
Board of Directors	7
Snap Shot of Key Financial Indicators : 2005-2009	11
Highlights	15
Directors' Report	16
Management's Discussion and Analysis	29
Auditors' Report	49
Balance Sheet	50
Profit and Loss Account	51
Cash Flow Statement	52
Schedules Forming Part of the Balance Sheet	54
Schedules Forming Part of the Profit and Loss Account	61
Notes to Accounts	62
Information with regard to Subsidiaries	98
Auditors' Certificate on Corporate Governance	99
Corporate Governance	100
Auditors' Report on Consolidated Financial Statements	121
Consolidated Financial Statements	125
Disclosures under the New Capital Adequacy Framework (Basel II Guidelines)	157
List of Branches and Extension Counters	173
List of Grantees - Partner NGOs	186





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## CHAIRMAN & CEO'S LETTER TO THE SHAREHOLDERS

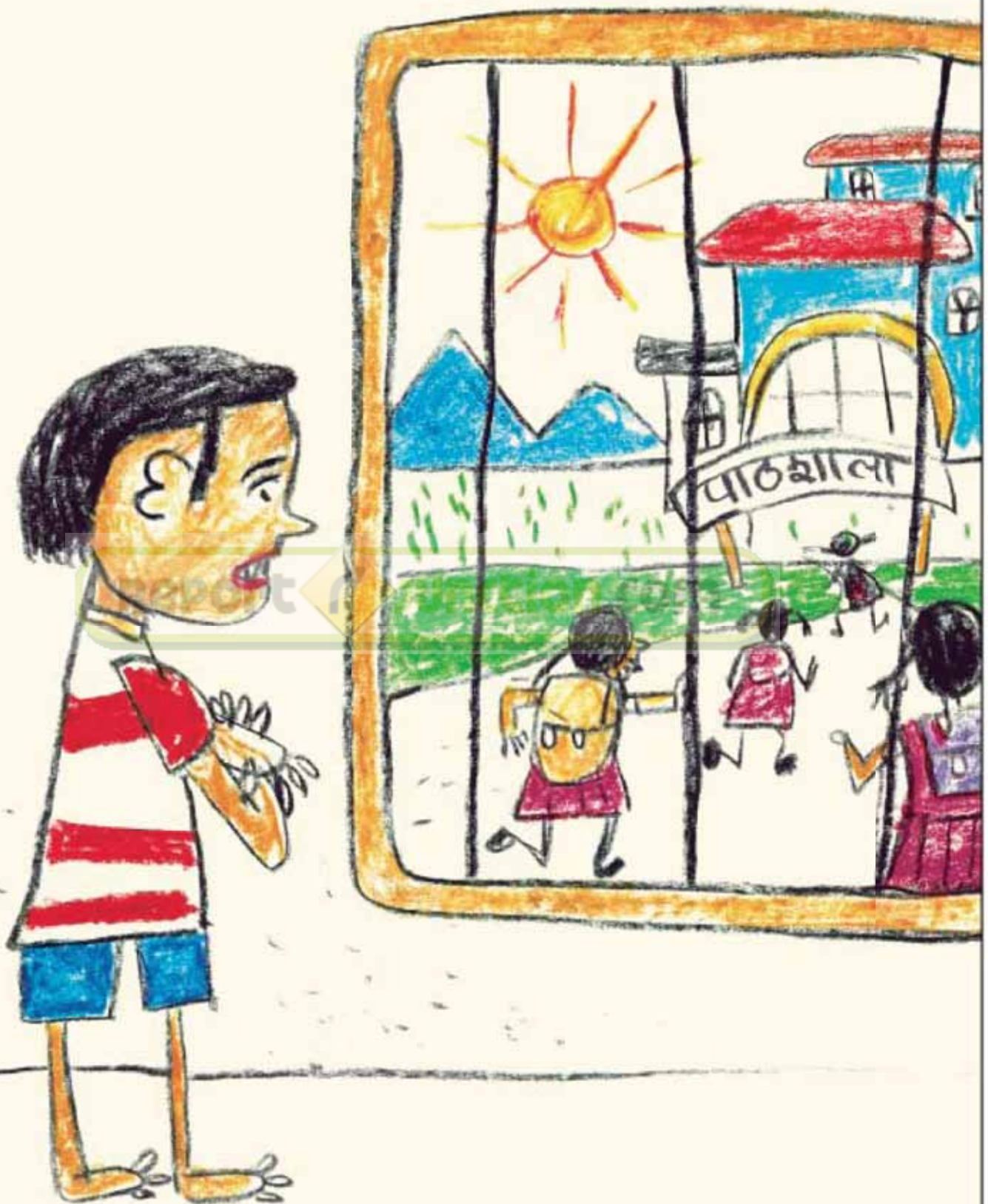


As companies grow more profitable, they often seek to give back a part of their earnings to society. Attitudes to doing so vary. From the narrowly minimalist approach which argues that this is not the function of a corporate enterprise ("the business of business is business" as the economist, Milton Friedman put it) to the instrumentalist attitude which gives back to society in ways which could benefit the business prospects of the corporate enterprise, to pure philanthropy wherein the objectives of corporate social responsibility are set independently of what might benefit the corporate enterprise, companies are driven by different philosophies.


The Axis Bank Foundation was set up in 2006 to provide philanthropy, and is registered as a public trust. Your Bank transfers each year 1% of its net profit for the previous year to the Foundation, this being the maximum which the RBI permits. *Giving Back* is therefore the theme of this Report, and in several pages we describe the exceptional endeavours of NGOs which the Foundation supports through the lives of those who benefit. The trustees who run the Foundation have focused on education for underprivileged children, and these are largely supported by programme grants so that projects become replicable.

This is a good time for your Bank to be 'giving back', for it has just completed a very successful year. Its Net Profit rose 69.50% to Rs. 1,815.36 crores, its assets grew 35%, and productivity and efficiency levels (whether measured by Return on Assets or Return on Equity or Profit per Employee) have risen well over the year. Most of all, the Bank finds itself competitively positioned in several of its key businesses, and this should augur well for the year ahead.

**P. J. Nayak**  
Chairman & CEO  
20<sup>th</sup> April 2009.







## Walk To School

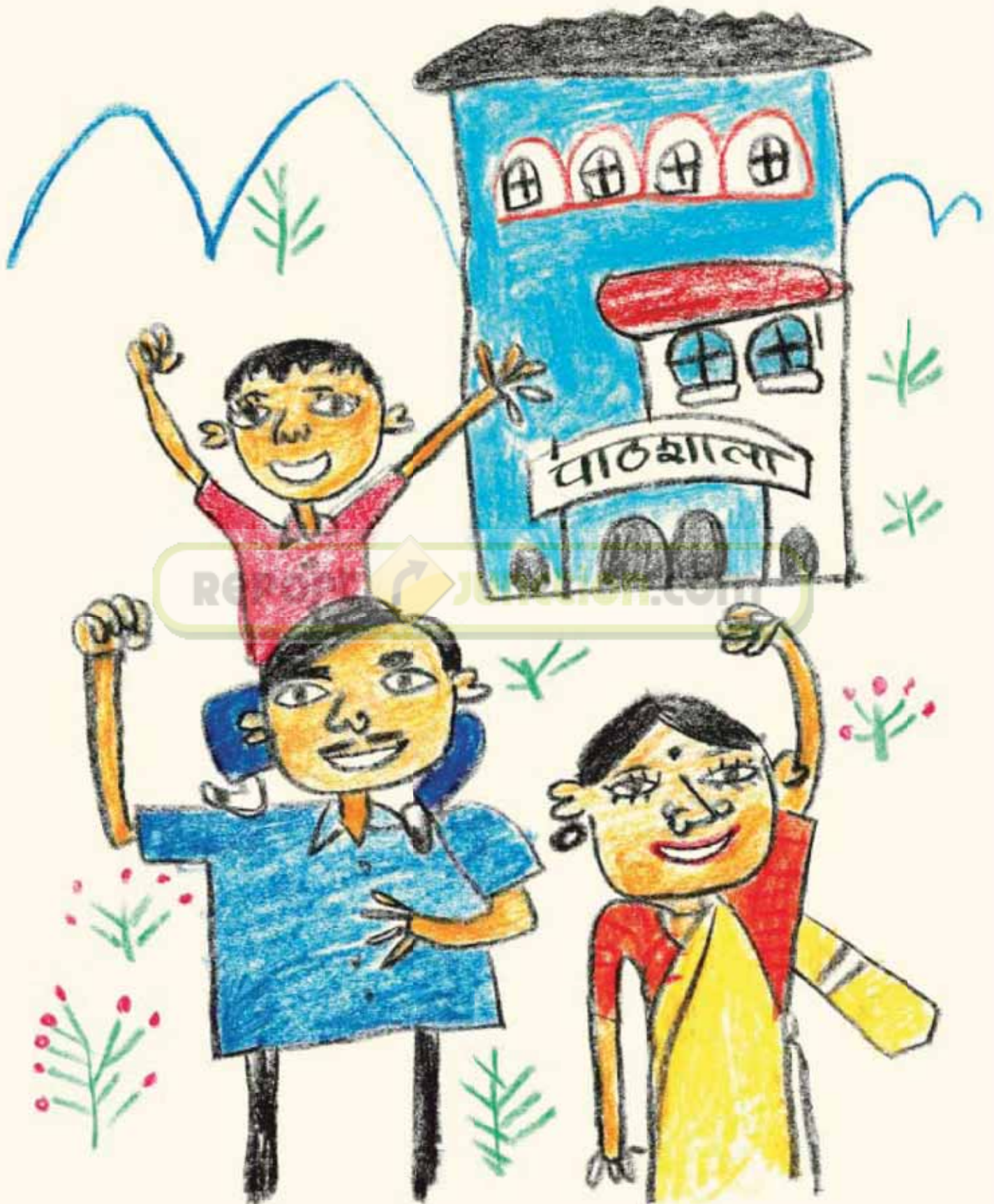
There is always one moment in childhood when the door opens and lets the future in and eight-year-old Nizammuddin held on to that moment. Nizammuddin was an extremely quiet boy who lived with his three brothers and sister in the Pilli Kothi area in Delhi. His father, Jainuddin, worked in a factory and his mother, Samina, was a maid. The family had just recently migrated from Bihar. Nizammuddin's timid nature convinced his parents and siblings to confine him to their home instead of sending him to school. Nizammuddin's great potential and talent would never have been tapped had it not been for an instructor from DISHA who persuaded him to come to their educational classes.

DISHA is a voluntary organization set up in 1992 by Mr. Ravi Chopra and Ms. Shobana Radhakrishna. It provides services for the socio-economic development of the underprivileged sections of the urban and rural communities in Delhi and Bihar. As part of its development, DISHA has used innovative methods of teaching in its educational centres for non-school going and school going children as also dropouts and disabled children. DISHA's unique way of improving the quality of student learning has helped it win the appreciation of both the central and the state government.

Axis Bank Foundation is assisting DISHA to run bridge courses and remedial classes for 1800 underprivileged children in Mayapuri, Kirti Nagar and Naraina Industrial areas in West Delhi since January 2008.

Today, Nizammuddin has overcome his shyness and takes part in various activities. His interest in studies has been strong enough to push him to the top of his class and to continue studying at home. In August last year, he was mainstreamed into primary school in the DMS colony in Hari Nagar, making his parents very proud. Nizammuddin's is just one of the many lives that DISHA hopes to change.





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## BOARD OF DIRECTORS (As on 31<sup>st</sup> March 2009)

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P. J. Nayak	Chairman & Chief Executive Officer
N. C. Singhal	Director
A. T. Pannir Selvam	Director
J. R. Varma	Director
R. H. Patil	Director
Rama Bijapurkar	Director
R. B. L. Vaish	Director
M. V. Subbiah	Director
Ramesh Ramanathan	Director
K. N. Prithviraj	Director

P. J. Oza Company Secretary

## THE CORE MANAGEMENT TEAM

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M. M. Agrawal	Executive Director (Corporate Banking)
V. K. Ramani	Executive Director (Technology & Business Processes)
S. K. Chakrabarti	Executive Director (Mid Corporate Banking)
Hemant Kaul	Executive Director (Retail Banking)
Somnath Sengupta	President - Finance & Accounts
S. S. Bajaj	President & Chief Compliance Officer
Snehomoy Bhattacharya	President - Human Resources
P. Mukherjee	President - Credit
Vinod George	President - International Banking
M. V. Subramanian	CEO and Executive Trustee, Axis Bank Foundation
Rajagopal Srivatsa	President - Business Banking
S. K. Supekar	President & Chief Audit Executive
B. Gopalakrishnan	President - Law
Manju Srivatsa	President - Retail Banking
Bapi Munshi	President - Treasury
C. Babu Joseph	President - Advances
Sonu Bhasin	President - Retail Financial Services
R. K. Bammi	President - North Zone
S. K. Nandi	President - West Zone
S. K. Mitra	President - East Zone
C. P. Rangarajan	President - South Zone

**M/s. S. R. Batliboi & Co.** Auditors  
Chartered Accountants

**M/s. Karvy Computershare Private Limited** Registrar and Share Transfer Agent

### UNIT : AXIS BANK LIMITED

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**Registered Office :** 'Trishul', 3rd Floor, Opp. Samaratheshwar Temple, Law Garden, Ellisbridge, Ahmedabad - 380 006. Tel. No.: 079-2640 9322 Fax No: 079-2640 9321  
Email : p.oza@axisbank.com/rajendra.swaminarayan@axisbank.com Web site: www.axisbank.com

**Central Office :** Maker Towers 'F', 13th Floor, Cuffe Parade, Colaba, Mumbai - 400 005.  
Tel. No.: 022-67074407 Fax No.: 022-2218 6944/2218 1429





## Science Labs

Pushpa has 7 brothers and sisters. Her father used to stitch clothes and her mother was an anganwadi worker. During her early childhood she lived with an aunt whose family would not send girls to school. For this reason Pushpa was denied an education and kept at home to do household chores. Three years after living with her aunt, she returned to her parents' village, Rawra, where she came in contact with Doosra Dashak and enrolled in their residential camp.

Doosra Dashak is a programme about education and development, focusing on adolescents and young adults. This project has been implemented by the Foundation for Education and Development in the rural areas of Rajasthan since May 2001. This foundation was started by Mr. Anil Bordia, formerly Secretary for Education, Government of India, along with a few friends. It provides public labs for schools without laboratories, so that their students can use them. They also hold science fairs, which include demonstrations, experiments, workshops, exhibitions, magic shows and group discussions. In doing this, participants are exposed to a variety of experiences, which help them understand the significance of science, and helps them develop a capacity to find solutions to day-to-day problems using scientific methods.

With the help of these labs and science workshops, Pushpa has been able to use this knowledge to educate the people of her village and prevent them from believing in the medical efficacies of traditional rituals. She has been able to do so by providing simple scientific explanations of observed phenomena. Pushpa and other youngsters work towards providing a rational understanding of matters in science, nutrition and health. From a mere illiterate village girl, Pushpa, has now become a role model for many.



Axis Bank Foundation is supporting the operational costs of five Gyan Vigyan Kendras, ten Vigyan Kendras and five block level Science Fairs in five blocks in five different districts in Rajasthan.